

MAUI COUNTY PRODUCT ENRICHMENT PROGRAM

Proposals Recommended for Approval in 2002 – 2003

The program is supported by funds from the Hawaii Tourism Authority

Organization	Program/Event	Niche	Description	Dates	2002-03 Award
LahainaTown Action Committee	A Taste of Lahaina & Best of Island Music	Agri Tourism	Annual culinary and music festival to showcase Maui's talented chefs, and promote Hawaii grown products. A portion of the proceeds benefit non-profit organizations working with island youth, who help to stage the event.	Sep. 14-15, 2002, Sep. 13-14, 2003	\$50,000 for 2 events
Maui Arts & Cultural Center	Ho'onanea & Hawaii's Culture 2002-03	Cultural Tourism	This successful concert series features Hawaiian music and dance performances that enable visitors and residents to experience traditional and contemporary island culture. Attractions include Keali'i Reichel, Willie K., Ho'okena, and the Brothers Cazimero.	July 1, 2002 - June 30, 2003	\$15,000
Maui Community Theater /dba Maui On Stage	Theater on the Isle	Cultural Tourism	The theater festival series opening with the popular musical "The Fantastics" will expand Maui's entertainment offerings for visitors and residents year round. Maui On Stage will host performances at the historic Iao Theater and also plans to stage some productions at local resorts.	Sep. 1, 2002 - Aug. 30, 2003	\$35,000

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Maui Economic Development Board	Meeting Visions: Emerging Technology & the Meeting Planning Industry	Techno Tourism	Third annual conference will attract meeting planners wishing to learn how to incorporate new technologies into their events. Presenters are associated with leading high tech companies, bringing exposure to Maui as a destination for technical and scientific meetings.	Dec. 5-9, 2002	\$70,000
Native Hawaiian Tourism & Hospitality Assn.	The Celebration of the Arts	Cultural/ Edu /Eco Tourism	This 4-day festival at the Ritz-Carlton Kapalua offers an interactive experience with Hawaii's people, arts and culture. The 11 th annual Celebration of the Arts will provide visitors and residents a chance to learn about the host culture from a committed group of native Hawaiian practitioners who share their knowledge with aloha.	April 17-20, 2003	\$25,000

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Maui Agricultural Foundation, Inc.	The Ulupalakua Thing	Agri Tourism	Annual fair at historic Ulupalakua Ranch serves as an important venue for Hawaii's agricultural vendors to exhibit products and network with visitors, local consumers and industry buyers. It features a farmers market, celebrity chef competition, product sampling booths and entertainment.	April 26, 2003	\$20,000
LahainaTown Action Committee	In Celebration of Canoes	Cultural Tourism	This unique cultural festival brings master carvers from the Pacific Rim to Maui for two weeks of canoe carving, surfboard shaping, canoe races, traditional ceremonies, arts and music. Visitors to Lahaina and the public can interact with the cultural artisans as the logs are shaped into canoes, and learn about Polynesia's voyaging history.	May 10-24, 2003	\$75,000
Hawaii Filmmakers Initiative	International Cinematic Arts Program	Edu /Techno Tourism	A 3-day conference on The Business of Digital Cinema is focused on Asia/Pacific & West coast markets. Conference will precede the Maui Film Festival in 2003, and it is expected to draw participants to attend both.	May 2003	\$30,000

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Maui Arts & Cultural Center (MACC)	Kiho'alu Festival 2003	Cultural Tourism	The 12th annual slack key guitar festival celebrates a Hawaiian cultural tradition dating back to the 1830's with an all-star lineup of more than a dozen guitar masters. Vendors sell local foods, authentic Hawaiian crafts and leis at this popular event, while talent scouts seek bookings of the guitar masters for national tours.	June 23, 2003	\$15,000
Destination Lana'i	Pineapple Festival	Cultural Tourism	11th annual event to honor the cultural heritage of Lana'i focused on its pineapple and paniolo era dating back to the 1920's. Features historic photo display, paniolo exhibit, local vendors and entertainment.	July 5, 2003	\$20,000
Maui County Farm Bureau	Maui Pineapple Picnic Festival	Agri Tourism	Event to celebrate the history of pineapple will be held in the working plantation village of Haliimaile. Features free museum and pineapple production tours, product tastings, cultural entertainment and arts & crafts booths.	Sept. 20, 2003	\$15,000

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LahainaTown Action Committee	Lahaina Historic Trail	Edu Tourism	Project will develop a series of interpretive panels and a walking tour map of Lahaina's historic sites to educate visitors and residents about the area's cultural past.	Sep. 2002 – Sep. 2003	\$36,000
Maui Economic Development Board	LifeFest	Health & Wellness Tourism	The first annual LifeFest will bring leading fitness and health practitioners to Wailea Resort for an educational forum on current wellness topics, from nutrition and spirituality to alternative medicine. Sports events, a health expo, and spa will be featured.	Sep. 11-14, 2003	\$75,000
North American Farmers Direct Marketing Assn.	Capture The Opportunities	Agri Tourism	A two-day direct marketing/ agritourism conference and trade show will feature national speakers who have successfully diversified farm businesses and increased revenues via agritourism development.	Dec. 2003	\$25,000